



## Job Opening

### Creative Media Manager

#### SUMMARY

As Creative Media Manager for the BNMC, you'll play an integral role on a dynamic team of talented professionals who collaborate to plan, create, and execute a robust digital marketing strategy for an organization committed to furthering growth & economic development within our community.

This full-time position supports and executes the BNMC's strategic communications and marketing goals in partnership with the greater team. Seeking a passionate, highly-motivated self-starter with experience generating compelling content to effectively tell BNMC's story to a variety of audiences.

- Strong project management skills required to move projects forward on established timeline both internally with the BNMC team and with external marketing vendors
- Designs & implements integrated marketing campaigns, effectively reaching targeted audiences
- Creates and devises a content marketing strategy for website, social media, newsletters, and other marketing vehicles
- Manages BNMC's websites and social media handles, including Facebook, Twitter, YouTube, Instagram and LinkedIn
- Tracks and analyzes digital media metrics, including activity on the website, on social media, podcasts, videos, etc.
- Highly creative and analytical with experience in identifying target audiences and devising digital campaigns, providing unique creative solutions to our team's needs
- Keeps up-to-date on the latest digital trends and best practices in online marketing, communication, and measurement
- Other duties as assigned
- Position reports to the Director of Marketing & Communications

#### REQUIREMENTS

BNMC is a team environment that fosters intelligent risk-taking to build a community of change makers & develop innovations that advance our city. Core values any member of the BNMC team must embrace include:

- Work with purpose
- See possibilities, not problems
- Be a catalyst for change
- Teach, learn from & respect each other
- Be positive and passionate

- Work on behalf of others
- Be inclusive, collaborative, and entrepreneurial

### **QUALIFICATIONS & SKILLS**

- Bachelor's Degree required with coursework in Digital Media, Communications, Marketing or closely related areas preferred
  - 3-5 years of relevant work experience
  - Must be familiar with WordPress or similar content management systems. Must have experience working in email marketing software such as Constant Contact or Mailchimp.
  - Knowledge of social media and website analytics platforms including Google Analytics and Facebook Analytics.
  - Strong technical knowledge of Adobe Creative Cloud including Photoshop, Illustrator and InDesign.
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- Demonstrated interest and experience in working with diverse audiences
  - Ability to develop and maintain strategic partnerships
  - Experience presenting to groups and leading meetings
  - Willingness to work flexible hours which may include evenings and/or weekends as appropriate
  - Communicate effectively through oral, written and visual channels
  - Plan and organize work responsibilities according to priorities developed with the immediate supervisor

### **ABOUT THE BNMC**

The Buffalo Niagara Medical Campus, Inc. (BNMC) is the umbrella organization created in 2001 by the institutions located within the Medical Campus to address shared issues and opportunities. The BNMC is led by a dynamic team dedicated to driving positive change in our community through collaboration and urban revitalization. We support regional development beyond the Medical Campus boundaries as well as the opportunity to enhance diversity and inclusion.

Our organization fosters conversation and collaboration among our member institutions, their 15,000 employees, and the community; coordinates activities related to sustainable planning, development and enhancement of our 120-acre space; and works to create a distinct, innovative environment that provides opportunities for entrepreneurship and innovation.

BNMC, Inc. is an equal opportunity employer. Interested and qualified individuals from underrepresented populations and/or who live within a 1-mile radius of the Medical Campus are encouraged to apply.

***Please send a cover letter and resume to [employment@bnmc.org](mailto:employment@bnmc.org). Deadline is Monday, October 21<sup>st</sup>.***